



**Route 50 Task Force  
Work Program  
January 2005**

## **Background**

In late 2004, the Loudoun County Board of Supervisors endorsed the formation of a task force to gain input and recommendations on key issues affecting the Route 50 corridor. At that time the Board decided on the structure and make-up of the task force and appointed individual task force members.

The Board requested that recommendations from the task force be modeled after a 1998 report by the Loudoun County Economic Development Commission on the Commercial Light Industrial (CLI) zoning district and be expanded to include other issues along the corridor.

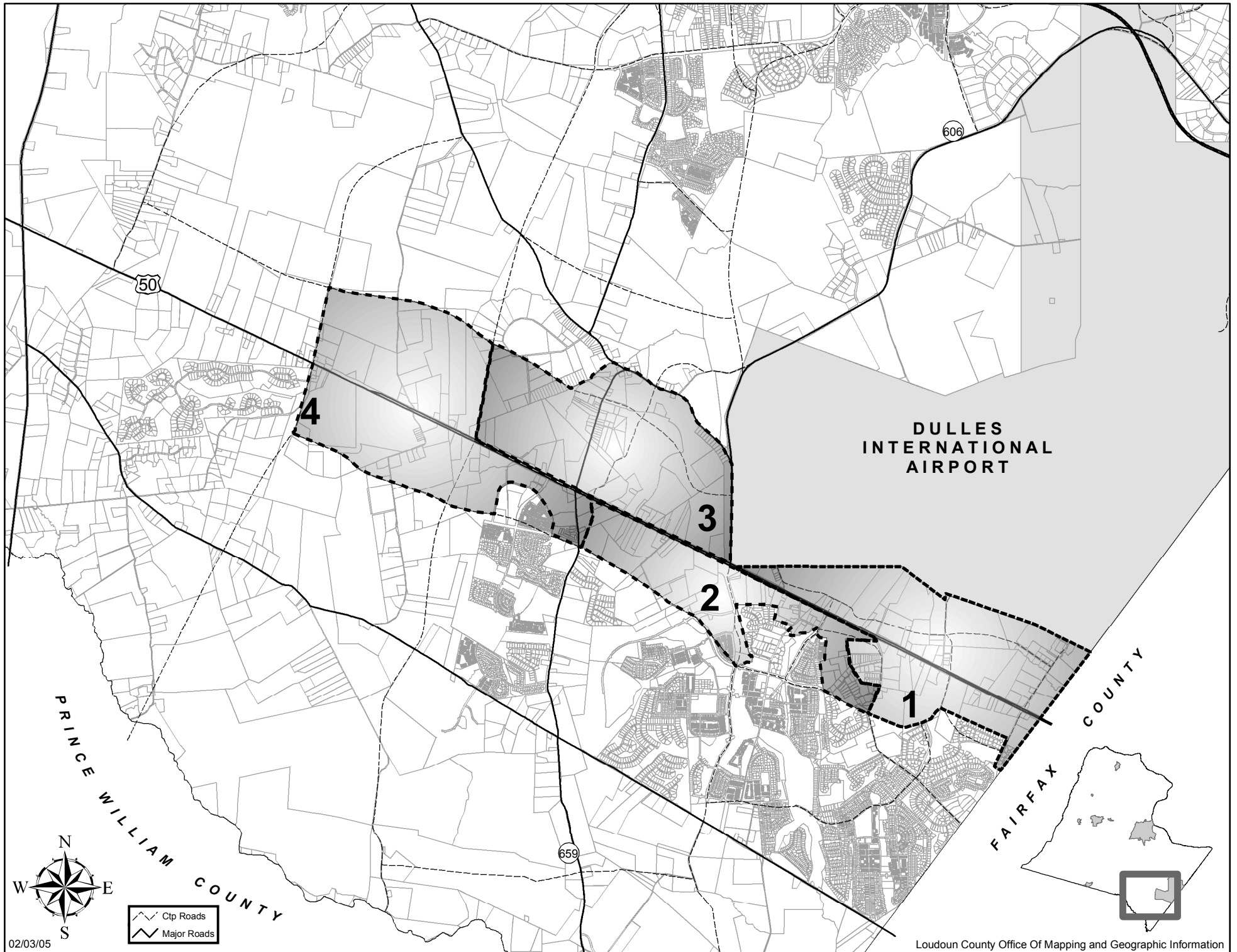
Upon appointment, the task force was directed to develop a work program including a timeline and identification of resources needed to accomplish the work effort. This document represents the task force work plan, which was adopted by consensus on January 27, 2005.

A copy of the Board of Supervisor's direction to proceed is included as Attachment 1.

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## **I. Purpose of Task Force**

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The Route 50 area represents an opportunity to become a unique gateway corridor or “heritage highway” within the southern portion of the County. Community input on the following key factors would be helpful in implementing a successful vision for the Route 50 area:

- Recognition of the emerging market conditions and the magnitude and potential for future development in the area
- Recognition of the tourism potential generated by the Smithsonian Air and Space Museum and linkage to local historic and cultural sites
- Preserving the Arcola Village area and recognition of the village as a key asset in the development of a historical and cultural theme for the area
- The need for, and timing of transportation improvements in and around the corridor
- Emerging retail uses along the corridor
- The CLI zoning district

The purpose of the task force is to gain input and recommendations from the community on topics related to:

- Transportation and Infrastructure Improvements, to include water, sewer, and fiber
- Design Guidelines to include architecture and landscaping and signage
- Economic development initiatives, incentives and strategies
- Historic and Cultural activities and sites
- Land Use and Zoning Issues
- Tourism and Way-finding
- Coordination with Route 606 issues
- Other issues identified by the task force

## **II. Study Area**

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The study area is the Route 50 corridor as identified by the following four (4) segments as shown on the preceding map.

1. The area from the County line westward to the South Riding development on the south side of Route 50 and to Route 606 on the north side of Route 50.
2. The area on south side of Route 50 from the beginning of South Riding to the proposed intersection of the West Spine Road (currently just east of Route 659).
3. The area on the north side of Route 50 from Route 606 to Route 659 relocated and extending northward to Route 621.
4. The area on the north side of Route 50 from Route 659 relocated to Lenah Road, and on the south side of Route 50, just east of existing Route 659 relocated to Lenah Road.

### III. Task- Force Make-Up

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It is anticipated that valuable input and strategic recommendations will be brought forward. The task force will solicit input from various stakeholder groups, such as but not limited to: landowners, business operators, representatives of historic and cultural entities, homeowners association representatives, residents, and other key individuals or representatives of groups.

The Board of Supervisors adopted a membership structure for the task force on November 1, 2004. Appointments were completed in early December and the task force convened its first meeting on December 16, 2004.

The task force membership includes representation from the Board of Supervisors, the Planning Commission, the Loudoun Convention and Visitors Association, the Metropolitan Washington Airports Authority, Four (4) Segment Leaders and four (4) Co-leaders consisting of non-developer citizens representatives, the Economic Development Commission, and representation from historic and cultural resource groups.

All task force meetings are open to the public and a master schedule will be kept up-to-date with time and location specified on the County's website.

The individual segment discussions will most likely lead to working groups being formed to assist in the development of recommendations by topic area. These working groups will be made up of a cross-section of residents, commercial property owners/developers, historic/cultural and economic development representatives and others who express interest in participating in the task force.

## IV. General Scope of Work and Work Plan Components

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During the preliminary discussions regarding the formation of a task force, the Board of Supervisors Land Use Committee recommended that the corridor be separated into four (4) geographic areas in order to focus attention on the unique attributes of those segments. It is anticipated that the work effort will be broken down by geographic segment and would consist of the following general approach:

- Conduct initial segment meetings
- Identify goals and objectives by segment
- Identify and prioritize issues
- Form working groups based on input from initial meetings and the needs identified by individual segments
- Develop recommendations to present to the task force in order to coordinate unified strategies
- Present final recommendations

It is anticipated that each segment will develop a set of working guidelines in order to address the conduct of meetings, meeting schedules, and logistical arrangements necessary for a productive compilation of recommendations.

A more specific “baseline” scope of work was offered as a suggestion during subsequent review by the Land Use Committee and the following represents a list of suggested items to be included in the task force review and recommendation process. These items also include issues discussed in initial working group meetings.

- Review of previous recommendations on the CLI district regulations and the changes made in 2003
- Consideration of the mixed use business district concept in areas planned for business community uses
- Implications of the Airport Noise Impact Overlay regulations
- Review opportunities for well-infrastructured campus style business development in key areas along the corridor
- Overview existing planned land use and zoning regulations to include buffers, setbacks, landscaping and signage
- Overview development proposals in the corridor
- Examination of proffered rezonings and timeframes for key improvements, including review of existing Countywide Transportation Plan (CTP) road network
- Gain input from existing businesses and landowners in the corridor
- Potential for more desirable use mix in Arcola Village area
- Strategies for a unified landscaping, architectural and signage theme for the corridor



## Work Plan Components

Based on the general scope of work and preliminary “baseline” direction being presented to the task force, the following specific work plan components have been developed. These have been broken out by both geographic segment and topic areas as follows:

### *Segment 1*

- A. Conduct overview worksessions on transportation, historic and cultural opportunities, landscape and architectural guidelines, economic development and tourism.
- B. Identify concerns/issues raised during overview worksessions (for example, visibility issues for businesses and the need for additional lanes on Route 50).
- C. Initiate development of a unified landscape and/or /streetscape theme for the Route 50 corridor to address recommended strategies including plant types and uniform treatment for walls, fencing and berming where appropriate. Include recommendations for flexible buffer requirements and address potential changes for current CLI landscaping requirements. Examine approved projects for landscaping treatment details and present recommendations. Coordinate findings and recommendations with other segments.
- D. Present land use recommendations for properties not affected by Comprehensive Plan Amendment (CPAM) currently under review, and provide coordination with CPAM related topics when appropriate, and as they relate to other task force activities.
- E. Conduct consensus worksession(s) to develop recommendations for presentation to the task force.



Fig 1. – Rt. 50W, at Pleasant

### *Segment 2*

- A. Organize working groups in the following areas:
  - 1. Landscape/Architectural/Historical/Cultural Group
  - 2. Land Use Group
  - 3. Transportation and Utilities Group



Intersection of Rt. 50 and Rt. 606

- B. Land Use Group will look at additions/deletions from list of by-right uses in CLI.
- C. Consider incentives for achieving goals established for the corridor.
- D. Transportation and Utilities Group will look at short and long term means of limiting access to Route 50 and consider alternatives to fund needed road improvements.
- E. Develop recommendations from working groups to include CTP changes, and planned land use and zoning recommendations
- F. Coordinate with other segments and overall efforts on landscaping and architectural issues.
- G. Develop and present recommendations on the above items to the task force.

### *Segment 3*

Identify issues and develop recommendations across the following categories:

A. Transportation and Road Network Improvements

Discussion of existing, planned, and proffered major roads and different alignment options, and make recommendations to Task Force on suggested changes to the CTP.

B. Arcola Village Revitalization

Discussion of history, features, existing problems, and desired uses and incentives for development of a revitalized Arcola Village, and make recommendations to Route 50 Task Force on suggested policy, plan and ordinance changes. Address concerns regarding zoning enforcement issues.

C. Land Use Opportunities and Incentives

Discussion of existing and proposed industrial, flex, office, retail and residential land uses. Discussion of potential incentives and changes to existing plans to facilitate economic development and high quality uses within the Arcola area, and along Route 50. Discussion of an appropriate distribution and transition of uses that will provide connectivity to a revitalized Arcola Village. Provide recommendations to the Task Force regarding suggested policy, plan and ordinance changes.



Pangle's Store

D. Historic, Cultural, and Tourism Opportunities

Identify and discuss historical and cultural assets, and tourism needs, suggestions and potential funding sources. Coordinate information with historical/cultural representatives on task force. Consider historic and cultural issues in conjunction with A, B, and C, above and make recommendations to task force regarding suggested incentives and initiatives to promote and incorporate historic, cultural, and tourism opportunities into the Route 50 corridor.

E. Design Standards

Explore and discuss opportunities for landscaping and architectural features, themes, standards and incentives for areas and issues unique to segment 3. Coordinate information with other segments. Make recommendations to the task force regarding suggested incentives and initiatives to incorporate design themes, features and standards for the Route 50 corridor.



Arcola United Methodist Church



Arcola Community Center

#### *Segment 4*

The majority of the segment four efforts are planned to be incorporated into the CPAM process currently underway.

#### *Economic Development and Tourism Efforts*

- A. Form and convene business group. Conduct meeting(s) as an outreach to the business community (Chamber of Commerce, Route 50 Alliance, LCVA, and EDC plus other interested parties) to provide input on task force activities.
- B. Conduct survey of commercial landowners and business owners along the corridor and collect and analyze results.
- C. Present and prioritize tourism/business opportunities/ issues to segments upon request.
- D. Coordinate with Historic and Cultural Groups on corridor theme.
- E. Seek input from church congregations (for example, Pleasant Valley and Arcola) regarding potential uses that are needed and compatible with the area, such as, coffee houses, meeting spaces, activity areas, etc.).
- F. Provide guidance for wayfinding system as it relates to the Route 50 corridor and part of the Countywide wayfinding efforts.
- G. Develop tourism impact/opportunities paper.
- H. Develop business opportunities paper.

#### *Historic/Cultural Group*

- A. Inventory historical and cultural resource sites, and identify opportunities, readiness, and needs.
- B. Coordinate with LCVA on connectivity issues between historical and cultural resource locations.
- C. Provide input on strengths, weaknesses, opportunities, and threats to historical and cultural areas. To be coordinated with business group discussions and other segments.
- D. Provide recommendations on corridor identity and overall visual theme of the corridor.
- E. Provide suggestions and recommendations on lighting and signage issues along the corridor.

## **V. Time frame and Schedule**

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The direction to proceed, based on the November approval by the Board of Supervisors, marked the official start of the project and it is estimated that it will continue through the end of February with recommendations presented to the Board of Supervisors in March or April 2005.

Potential conflicts with other Board of priorities such as the budget process, annual review of the zoning ordinance and the CPAM applications will need to be addressed.

## VI. Resources

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Staff resources from Planning Services, Building and Development (Zoning), Office of Transportation Services, Economic Development, County Attorney, County Administration, Health Department and LCSA will be needed.

These efforts will largely consist of input on current plans, policies, ordinances, development approvals, etc., that are presently in place and affect the Route 50 corridor. Efforts will also be needed to review and provide general assistance on the recommendations once brought forward by the working groups.

Working groups will from time to time make requests for staff members to attend meetings, which based on trends to date could be one meeting per segment/group per week for the duration of the project.

Staff efforts will be needed to assist the task force in the preparation of the final recommendations and presentation to the Board of Supervisors.

Any outside assistance such as consulting services or professional services on topics affecting the corridor will need to be raised as a recommendation of the task force and funding sources will need to be identified.

The segment leaders and co-leaders will arrange for meeting space, and provide resources for conducting the meetings.

#### IV. **Attachments**

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1. Board of Supervisors 11/01/2004 Direction to Proceed
2. 1998 CLI Report